

WHAT IS CLAIMED IS:

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1. A method of producing printed matter containing a direct-reading material and an additional material related to the direct-reading material by an information processing apparatus, the direct-reading material including text and pictures, the additional material including text, sound, and images related to the direct-reading material, said method comprising the steps of:
converting primary data of the additional material into secondary data in the form of codes for high-density display;
performing an allocating operation for the direct-reading material and the additional material in accordance with a type space corresponding to the secondary data.

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2. The method as claimed in claim 1, wherein the allocating operation performing step includes the step of linking the direct-reading material designated by a user and the related additional material.

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3. A method of producing printed matter containing various materials by an information processing apparatus,
said method comprising the steps of:

converting points of a non-allocated material designated by a user into directly readable printing data;

5 converting positional information of an area in which the non-allocated material is separately stored into printing data that can be read by a reading device; and

allocating the points of the non-allocated material and the positional information.

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15 4. An apparatus that produces printed matter on which a direct-reading material including text and pictures, and a related additional material including text, sound, and images, are printed,

said apparatus comprising:

20 an encoding mechanism that converts primary data of the additional material into secondary data in the form of codes for high-density display; and

25 a layout design mechanism that carries out an allocating operation for the direct-reading material and an allocating operation for the additional material in accordance with a type space corresponding to the secondary data.

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5. The apparatus as claimed in claim 4, further comprising a linking mechanism that links the direct-reading material designated by a user and
35 the related additional material.

6. An apparatus that produces printed matter containing various types of information, comprising:

5 an information creating mechanism that converts points of a non-allocated material designated by a user into directly readable printing data, and also converts positional information of an area in which the non-allocated material is separated stored into printing data that can be read
10 by a reading device; and

a layout design mechanism that carries out an allocating operation for the points of the non-allocated material and the positional information.
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7. An apparatus that produces printed matter containing various types of information, comprising:
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an information creating mechanism that converts points of a non-allocated material designated by a user into directly readable printing data, and also converts positional information of an
25 area in which the non-allocated material is separated stored into printing data that can be read by a reading device; and

a layout design mechanism that carries out an allocating operation for the points of the non-allocated material and the positional information.
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8. A computer-readable recording medium that stores a program for producing printed matter

said program provides a computer with the functions of:

10 carrying out an allocating operation for
the point of the non-allocated material and the
positional information.

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